



Artist Participation Guidelines

Welcome to participation in the Edmonds Third Thursday Art Walk! Now enjoying its ninth year, the Art Walk has become one of the largest art walks in the Pacific Northwest, attracting crowds of 400 - 600 people on that evening. Moreover, this self-selected audience is comprised of art appreciators and collectors.

We want you to have the most successful experience possible. To get the fullest satisfaction out of your participation, we have adopted the following guidelines that have been developed over the years. If you have any questions after going through them, please don't hesitate to contact us.

- *You are required to attend the evening of your Art Walk exhibition.*
Art Walk attendees have grown to love the chance to meet and talk with artists about their artwork. Moreover, you need to be present to sell your artwork. While a merchant will host you that evening, it is your responsibility to meet prospective clients, tell them about yourself, give them any marketing materials you may have, and do the actual selling of your work.
- *You are responsible for the arrangements made between you and the merchant.*
Once an assignment has been made, you will be responsible for calling the merchant to make the following arrangements. Be sure to contact the merchant no later than **ten days prior** to the Art Walk. In your discussions, be sure to include:
 - ✓ the amount of space available
 - ✓ date/time for both hanging and taking down your exhibition
 - ✓ infrastructure or tools needed for artist to hang (nails, hammer, easels, etc.) the exhibition
 - ✓ the commission (from 0 to 50%) the merchant takes upon sale of artwork
 - ✓ the length of time for the exhibition
- *You are responsible for hanging your exhibition and for taking it down.*
Remember, the goal of the Downtown Edmonds Merchants Association is that the artwork enhance the atmosphere of downtown Edmonds while providing artists an unusual and low cost venue to showcase their work. To that end, the merchant hosting you is providing you with rent-free space in a destination with dedicated customer traffic to come admire your art at no cost to you. Moreover, when your artwork sells, the commission taken by the merchant will typically be quite small. Please make arrangements with the merchant to both hang and take down your exhibition in a way that impacts their business as lightly as possible. We want the merchant to be happy with his or her Art Walk experience, too, so that they continue to provide rent-free space for artists on that evening.

Questions? Contact...

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